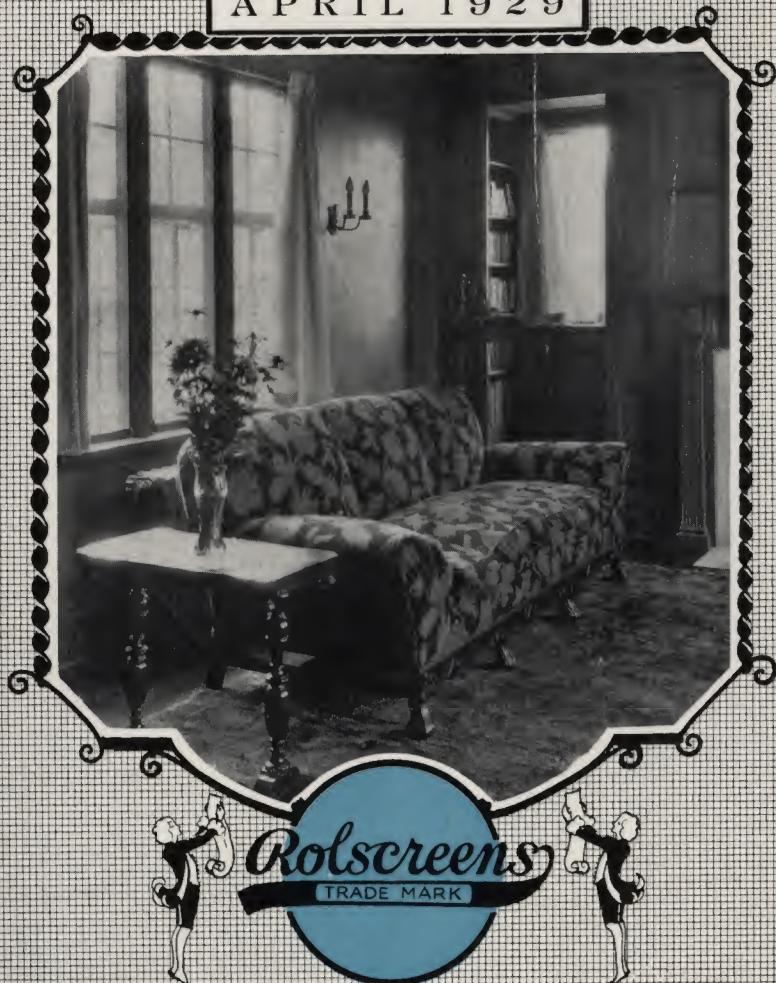


Rolscreen Topics

APRIL 1929



Rolscreens
TRADE MARK

Rolscreen Company
600 MAIN STREET
PELLA, IOWA

Editorial

*S*UCCESS don't just happen. If you go back far enough you'll find a reason for it all.

A man of success is a man whose life moves with a steady resolution and persistence toward a predetermined goal. It is a pathway strewn with trials, temptations and disappointments and all of these, if used rightly, help instead of hinder. And it is the climb that tempers our muscles.

Sometime, when you get in a tight place, when everything seems dead against you, when success seems as far remote as eternity, don't quit! It's often just the shower before the sun and perhaps there's a rainbow right over your shoulder.

But if you should fail, don't feel disappointed. 'Tis far more honorable to have tried and failed than never to have tried at all.

Just take a hitch in your belt and get a fresh start.

Bob and Pete.



The picture on the cover:
A. J. LEVENTHAL RESIDENCE
NEW BRITAIN, CONN.
Perry and Bishop, Architects



ROLSCREEN



TOPICS



General Offices, Kohler Co., Kohler Village, Wis.

Rolscreens Enter Kohler Village

KIT IS quite usual for a manufacturing enterprise to establish itself in an existing town. In the case of Kohler, the process was reversed. Originating in Sheboygan, Wisconsin, in 1873, the Kohler Co. moved its establishment in 1899 to a site in the country about four miles westward. In 1913 the hamlet was incorporated and today it is a model community, American in spirit and government, and an interesting and heartening example of what American community life may be.

Kohler is a planned community which, under good leadership, the people are building for themselves. There is something dynamic about the place—a fresh, living interest. There is the American Club serving as dormitories for the single men of the organization; a Woman's Club, an active and influential body, fostering interest in music, art, literature, civic progress and home development; Recreation Clubs from which has grown much of the athletic activity of the settlement.

Rolscreens have recently made their appearance in the large administration building of the Kohler Co., shown in the illustration above. Our Mr. Val Beyers of Milwaukee superintended the installation.



*The Basketball Team
of the
Kohler Recreation
Club won 13 games
out of 18 last season*



*The Kohler Girls'
Rifle Club have
won many honors*



Entrance Hall



PROF. ALLEN
HOLMES KIMBALL
Engineering Dept.
Iowa State College
Ames, Iowa



Sigma Alpha Epsilon Fraternity, Iowa State College, Ames

WE ARE greatly indebted to Prof. Allen Holmes Kimball and his associates, Messrs. Bailie and Cowgill for a new Rolscreen detail used in the construction of the Sigma Alpha Epsilon Fraternity House at the Iowa State College, Ames, Iowa. The house is of early Norman architecture, a combination of rough ashlar and smooth, red brick laid up at random. The building is trimmed with many small gables and dormers, and roofed with a variegated roof of rough slate with shades of gray, black and wine prevailing.

The house provides accommodations for thirty-two men, a matron's suite and a guest suite. It also has a very sumptuous billiard room, connected with the large common lounge.

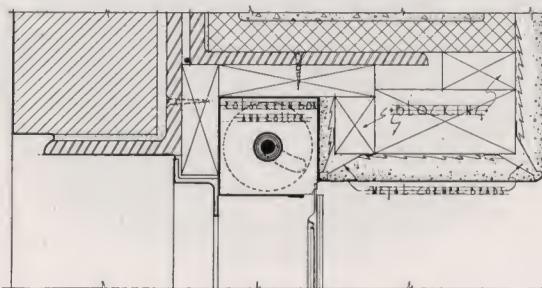
The first floor is finished in birch and western fir on the upper floors. It is so planned that the occupants sleep in two large dormitories, one on each of the upper floors. Each pair of students has an individual study room.

Rolscreens were placed through the efforts of our Des Moines representative, Mr. P. B. Hidlebaugh.

*Head of Window in
Masonry Wall*

*Sigma Alpha Epsilon
Fraternity House*

Ames, Iowa



*Kimball-Bailie-Cowgill
Architects*

The Story of a Man Who Rides His Hobby

HE instructions from the boss were simple enough. "Go out," he said, "interview several architects, find out what their hobbies are and write stories about them."

Ordinarily that would not be a difficult task and it would have been easy this time if we had but picked out any other person than Mr. Harry Reynolds, one of the prominent architects down in Oklahoma City, Oklahoma.

It seemed to us that Harry was one of the busiest fellows on the face of the earth. An interview with him was more of a verbal "catch-as-catch-can" for if you want to talk anything to him but "shop" during business hours you'll have to do it on the run and be satisfied with many interruptions by telephone and callers. Anyway, we'll tell you what happened.

"Mr. Reynolds, what do you do for a hobby?" was our first question.

"Hobby?" he replied. "Man alive, I don't know what a hobby is. When I was a little kid my Dad bought me a hobby-horse once and I rode that to death. But I've outgrown such things a long time ago and I've been too busy since to find anything else to ride." Now, we ask you, how can we write much of a story with such meagre information?

Harry's friends, however, were a little more lib-

eral with information. We gathered a few facts and we're going to "spill the beans" right now.



Mr. Harry Reynolds

For some reason or other, Mr. Reynolds has a very peculiar nick-name. If you ask some of his friends if they know Mr. Harry Reynolds, their usual reply is "Oh, you mean 'Rabbit' Reynolds?" No one seems to know just how the name originated but it's used affectionately. Let's see, though. A rabbit is a very industrious little fellow, always hopping from one thing to another and busy every minute of the day, isn't he? Possibly that's how the nick-name originated.

Someone kindly informed us that "Rabbit"—pardon us, we mean Mr. Reynolds—has the reputation of driving the most disreputable automobile in Oklahoma City and they sent us a photo to prove it. And, that it serves as a means for relaxation from the confining duties of the office. In other words, his auto is his hobby and he rides it whenever the opportunity presents itself. Dame Rumor has it that this particular car is used only in calling on delinquent accounts, and that there's another and finer car in the garage, entirely in keeping with the position he occupies in his profession.

There's one thing we found out ourselves, though. From the photo you might imagine Mr. Reynolds to be one of those gruff, snappy persons who's very whisper seems like a bark. But that's not true. That expression is a bluff, for after our interview we came away convinced that he's a regular fellow, has a keen sense of humor and that behind that stern expression of his there's a charming personality that we know you'll enjoy. If you're down in Oklahoma City any time, just drop around to his office and get acquainted. You'll like him. We did.



Harry "Rabbit" Reynolds of Oklahoma City and his hobby caught right in the act



Rolscreens in Japan

WE ARE in receipt of some very interesting advertising material from our Representative in Japan, Mr. H. E. Root, Yokohama. You will be interested in the English translation to the right.

Many residences, apartment houses, hospitals, theatres, cafes, colleges, office buildings, etc., in Japan, including the Emperor's Palace, are equipped with Rolscreens.



Mr. Takeda Residence
Osaka, Japan

Translated into English:

"New" is to be always better, said somebody, while there is another say as "old" is not so bad, too. Whenever it was there had been a fight for NEW vis OLD, or conservatism viz extremism, and by a diversionary movement between these two items, the Nation improves slightly and it was told us by the history. For an instance, the older men have had very wonder and disliked to wear foreign suit at this date but now everyone very likes to do it and no a single one should still wonder in that custom. However, the only reply to it as a common sense is this, say good or better should not be expected only under the name of "new" but good or better being itself disregarding modern, bettered and handy window screen by a rolling process and since our Rolscreen had once been marketed, no one have come to prefer to use any other screen as a fact of century curios.

Mostly, in the serious hot days, especially where the houses pretty crossed around, it would be awfully impossible to have a good sound sleep due to the fact that breaking your happy dream by the flies and mosquitoes, and when you try to shut your windows to prevent any of those trespassers, your room consequently change to a hell of boiling.

A father's news to the people who dwelt in the town is to use Rolscreens. Screening problem have been carefully studied, especially for the hospital, village residence and kitchen construction, but now the troubles were entirely be out by use of Rolscreens.

Prevents inconvenience, bad looking and expensive of old type screens, which will be longer to be considered by you all.



ROLSCREEN



TOPICS



ROLSCREENED

Ralph Rollins Residence, Des Moines, Iowa

Rolscreens with English Architecture

ONE of the "show places" of Des Moines is the Ralph E. Rollins residence. The imposing exterior is of English type and the interior is rich with many unusual features and innovations. Heavy oak paneling and timbering predominate throughout. The breakfast room is in strict old English style with an abundance of characteristic old English hand carvings. The kitchen is finished with rubber tile floor and marble tile walls. The Party Room is built on to the gardens and it is the center of much social activity.

Boyd and Moore, formerly of Des Moines, were the architects and the building was erected by the Arthur H. Neuman Co. of Des Moines. Rolscreens were installed by Mr. P. B. Hidlebaugh, Rolescreen representative in Des Moines.



A bed room very effective in simplicity and daintiness

The kitchen, a thing of beauty and convenience



ROLSCREEN



TOPICS



ROLSCREENED



John D. Rockefeller Residence, Ormond Beach, Fla.

John D. Rockefeller's Winter Home with Rolscreens

THROUGH the efforts of our Mr. George Israel at Tampa, Rolscreens have just been placed in the John D. Rockefeller residence at Ormond Beach, Florida. It is here that Mr. Rockefeller whiles away his winter months, where the warm sun banishes all thoughts of the arduous winters of the north.

The home, rather unimposing, spreads itself over a large stretch of green and is wondrously landscaped with many rare and beautiful flowers. Close by in the Pocantico Hills there is a private golf course where Mr. Rockefeller spends most of his leisure hours.



JOHN D. ROCKEFELLER

A golf enthusiast--

We can find no record of Mr. Rockefeller's golf scores, though we are told that he is far from being the ordinary "dub" when it comes to chasing the little white pill down the fairway.

The illustration shows him seated on a bench on his private golf course where he played an entire round of golf before a small group of friends.

The cameraman climbed over a wall to snap the oil king, who consented to pose when confronted by the camera.



ROLSCREEN



TOPICS



Recent Rolscreen Installations



ABOVE:

*E. C. Cox, 3rd Residence,
Cooperstown
Road, Ardmore, Pa.
Ritter & Shay, Architects
Rolscreened by
W. D. Reading*

RIGHT

*Clare Stannard Residence,
Montview Blvd.,
Denver, Colo., J. C.
Breckon, Architect
Rolscreened by
Wm. H. Clark*



ABOVE:

*W. J. Donaldson Residence,
Knoxville, Tenn.
Barber and McMurray,
Architects, B. T.
Thomas Co., Contractors
Rolscreened by
C. M. Allen Co.*

BETWEEN:

*M. W. Dougherty
Apartment Operation
30th and Spring Garden
St., Philadelphia, Pa.
Rolscreened by
W. D. Reading*



ABOVE (Left): ** Richards Apartments, Drexel and Essex Aves., Detroit, Mich., Frank B.
James, Builder and Owner, Rolscreened by A. B. Wimberly*

Architect:
G. W. STICKLE
Erie, Penna.



St. John's Kenty College, Erie, Penna.

A
ROLSCREEN
INSTALLATION

St. John's Kenty College with Rolscreens

ARECENT addition to the large list of important Rolscreen installations is that of St. John's Kenty College, Erie, Pa. The exterior of the building is of Romanesque style of brick and stone. The interior is thoroughly modern in every respect with many innovations.

The first floor is given over to dining rooms and commissary's departments with a large reception room in the center. Sleeping quarters are also on this floor. The second floor is reserved for the priests' quarters and the third as a chapel for the students.

The chapel is of Spanish design and of colors corresponding with this type of architecture. The

windows were made in Munich and add very much to that warmth of color and design so characteristic of Spanish work.

Both the high altar and the low altar were built-in as an integral part of the wall. The high altar has a large arch which is supported by two columns, giving it a baldachino effect.

Mr. G. W. Stickle of Erie, Pa., was the architect for the project. The contractors were Kirchner Bros., Erie, Pa., the plumbing contractors were Gannor & Carey of Erie and Thos. G. Peacock was the electrical contractor. Rolscreens were placed through the efforts of Mr. H. P. Amthor of Erie, and Mr. Hubert Moore of Pittsburgh.

The Rolscreen Manual . . .



is the text book for screen problems, and contains valuable information for the architect and builder. It gives installation details, specifications, sizes and many interesting points. And, it

- is free!

Write:
ROLSCREEN CO.
600 Main St.
Pella, Iowa



Rolscreenings



—a little news —a little information —a little gossip



We've just received word from our Philadelphia office that **MR. VEASEY** of the **J. FRANCIS BLAINE CO.**, our **WILMINGTON** dealer, has left with Mrs. Veasey

for a second honeymoon trip of the south. The objective will be Havana, Cuba, and the report is that he intends meeting a certain "Tom Collins" there. Let's see, now. Oh, yes! We remember him!

Last month we received a very fine letter from **MR. J. E. DWAN** of **LOS ANGELES**, complimenting us on a very wonderful and efficient organization and informing us that never has he heard of such cooperation between sales and production departments as he has of Rolscreen. And that crack had to do with a "hurry-up" order for 900 screens—a full car! That letter made us feel good all over, Mr. Dwan.

If you ever come to the factory and ask to see Mr. "Pete" Kuyper, and they tell you that he was up early that morning, as per his usual custom, and ducked out to the golf course for a few holes with the boys, and that there is where he spends most of his time, don't you believe it! It won't be him—just some other guy.

MR. HOWARD PEARCE, A-1 Salesman with the **FERRO STEEL PRODUCTS CO., CLEVELAND, OHIO**, recently placed Rolscreens in the Pilot's Quarters at the Hangar and Passenger Station which is being erected for the Universal Air Line, Inc. That's the first job in that class, Mr. Pearce. You win the fur-lined water pitcher!



TON BRANCH and it was first noticed on February 16th. Get the idea?

My, this spring weather sure does s h o o t out the "branches." There's a new one just noticed on **LE ROY BRANCH** family tree in Chicago. The name is **CHARLES KENTON BRANCH**

Rolscreen has just added another member to its family. **BYRON CRAWFORD** of **OSCEOLA**, after attending Drake University for five years, has entered the factory in order to learn Rolscreening from the very bottom. If in the near future a bright, young chap calls on you and presents the Rolscreen story in a very convincing manner, that will be Byron, perhaps.

Remember the Building Shows in the spring! We know from experience that practical demonstrations at such gatherings as these produce results.



We just filed a letter from **MR. CHESTER C. SMITH**, Vice President of the **KANSAS CITY POWER AND LIGHT CO.**, which reads: "Any-one who does not provide Rolscreens for his home is making a big mistake, etc." You are absolutely right, Mr. Smith!

As this issue of TOPICS goes to press we learn that **JACK BRUCE**, formerly of the Roesch Corporation of Syracuse, has taken charge of Rolscreen sales in the state of New York. We'll tell you more about it in May, but in the meantime—good luck, Jack!

The **JACKSON-WALKER FUEL & MATERIAL CO.**, at **WICHITA, KANSAS**, recently placed Rolscreens in the home of **MR. R. B. BUCKLEY** of the American Cornice Works at Wichita. We have a letter from Mr. Buckley stating that there were two things in his house that stood out above all others, and one of them was Rolscreens. We've wondered what the other item was?

Those in the vicinity of our **NEW YORK OFFICE** are acquainted with Mrs. Bob Lautenbach, wife of our District Manager. And, they surely must be acquainted with her "one-price-to-all policy." If you think you can put anything "special" over on "one price Martha," your thinking machinery is not working so well.

May we remind you once more that in case you have not returned the card sent you with February **ROLSCREEN TOPICS**, requesting a binder in which to save each issue, that you do so at once. If the card has been lost, a letter will do.



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